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THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS COUNCIL CLUB OF WISCONSIN

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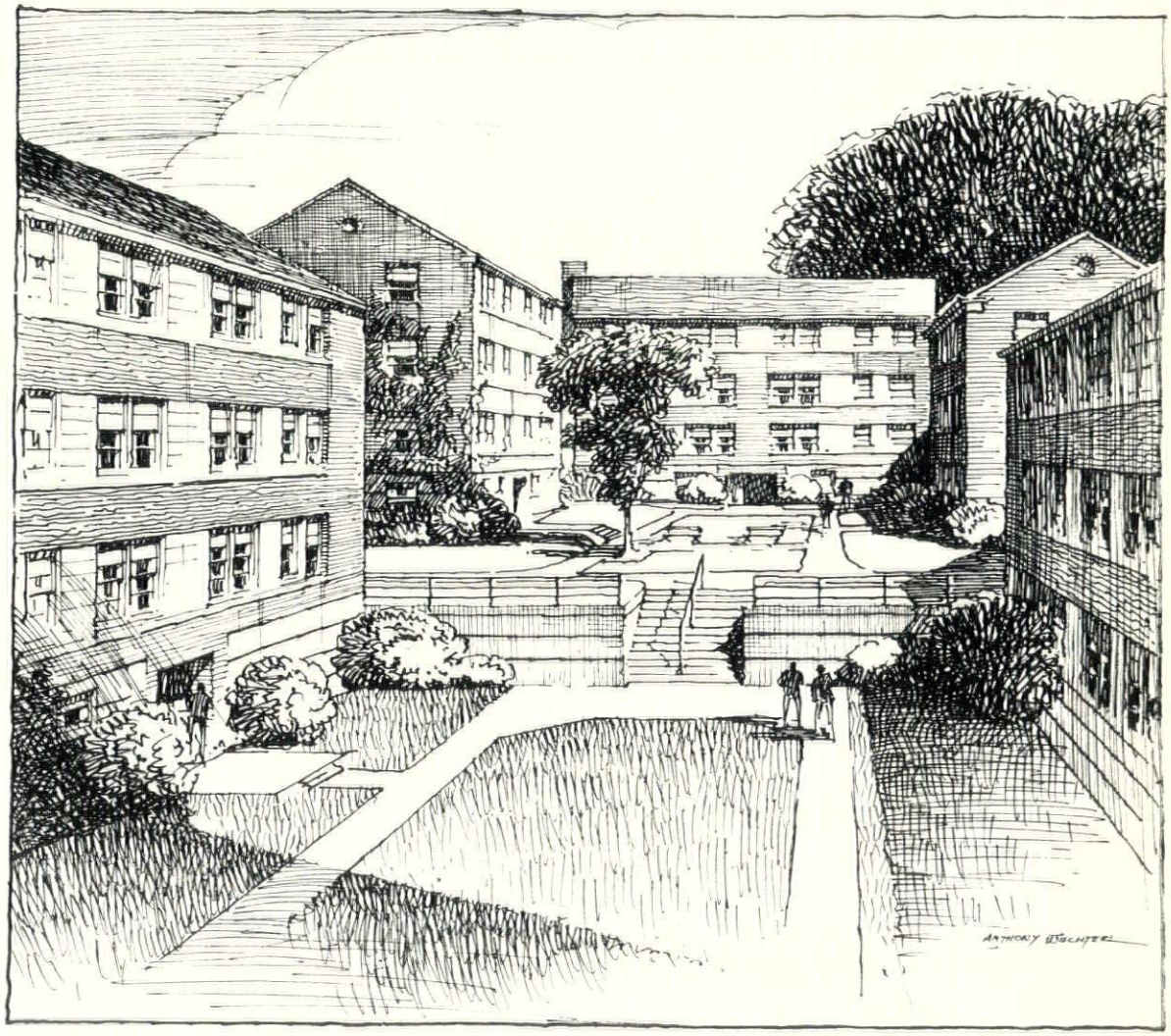

HOUSING DEVELOPMENT WIS-2-1, Milwaukee, Wisconsin

HOUSING AUTHORITY OF THE CITY OF MILWAUKEE

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MILWAUKEE, WISCONSIN

THE WISCONSIN ARCHITECT
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Wisconsin Chapter, The American Institute of Architects
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BOARD OF DIRECTORS MEETING WISCONSIN CHAPTER, A.I.A.

Minutes of the noon luncheon meeting of the Board of Directors of Wisconsin Chapter, A. I. A., was held at the Plankinton Hotel Tuesday, July 30, 1946.

Those present were: Ralph Kloppenburg, Elmer Johnson, Guy Wiley, A. L. Seidenschwartz, T. L. Eschweiler and Fred A. Luber.

Absent: Francis S. Gurda

President Kloppenburg presided.

Mr. Brust submitted two ordinances recently received by the Milwaukee Common Council for consideration and passage pertaining to lowered ceilings, coverings for walls and ceiilngs, storage spaces or areas, and stairway and shaft enclosures. The proposed changes in the building code as covered by these ordinances were discussed by the Board and it was concluded that such changes to the code should not be made until the new Milwaukee Building Code is completed, and not until the proposed changes could be thoroughly studied by all interested parties. It is felt that some of the changes now proposed are the direct result of recent fires at other locations and that such changes have not been given the consideration which they deserve, and should not be made retroactive. Upon motion made by Mr. Brust, seconded by Mr. Eschweiler, and unanimously carried, the secretary was requested to direct a letter to the following Common Council Committees with the equest that action on the proposed changes be deferred until the subjects can be given more thought and consideration and possibly until the new building code is prepared and completed:

Joint Committee of Buildings, Grounds, Bridges

Judiciary Legislation

Public Utilities—Health

The secretary was requested to send copies of this letter to the Builders Exchange, Downtown Association, General Contractors Association, Producers Council, Association of Commerce, and to Leigh Hunt, as a representative of the Chapter on the Mayor's Advisory Committee.

Mr. Kloppenburg stated that under the present procedure the outgoing president of the Chapter is automatically off of the Board in the event that his term as director expires simultaneously with the expiration of his term of office as president. Upon motion made by Mr. Johnson, seconded by Mr. Wiley, and unanimously carried, a retiring president is to continue as a member of the Board for not less than one year after his retirement from office. It was pointed out that under this plan the Chapter could benefit by the experience of the outgoing president and that any work started by this officer could be carried on. This matter will be brought to the attention of Mr. deGelleke who is now redrafteing the by-laws of the Chapter.

Mr. Wiley suggested that we send an application for membership in the Chapter to Sam Sutherland as he had previously indicated a desire to become reinstated in The Ienstitute.

The secretary presented a letter from the State of Wisconsin Industrial Commission dated July 24, 1946 containing a request that the Chapter nominate two or more members to succeed Mr. Gerrit deGelleke as an architectural member of the Wisconsin Registration Board of Architects and Professional Engineers, whose term expires on September 15, 1946. The letter also requests that the Chapter nominate two or more members for appointment on the Wisconsin Registration Board of Architects and Professional Engineers to fill the unexpired term of the late Mr. Peter Brust. Mr. Brust was last reappointed in 1945 and his term would expire September 15, 1948.

It was agreed that this matter should be considered by the Board members and that final recommendations would be made and action taken at the Board of Directors meeting scheduled for August 13th.

The secretary presented the notification from the American Institute of Architects indicating that Urban F. Peacock had been re-elected to membership as of July 15, 1946. The secretary announced that Mr. Peacock had been notified.

The secretary presented typed copies of the revised roster of the Chapter to the various directors present.

The membership for the various committees was discussed and tentatively agreed upon, and the president was authorized to complete the personnel of each committee as he saw fit. It was the opinion of those present that as many members as possible be assigned to committee work to increase their interest in the organization. It is understood that the president and the secretary will complete the committee assignments preparatory to the publishing of a new roster. It was also agreed that the roster should be enlarged and shall include the list of assignments of members to Institute committees and to local, city and state organizations, in order to give the members a ready reference as to their representation in such organizations.

The secretary again presented the letter from C. Julian Oberwarth with reference to the "Circular of Information on Architctural Services, Rates and Fees" as published by the Buffalo-Western New York Chapter of the A. I. A. The secretary announced that he had written to the Detroit, Southern California, Illinois, and New York Chapters, requesting information as to the practice now followed by those groups.

The secretary announced that he had written Louis Justement, Chairman of the Committee on Urban Planning, and informed him that the Chapter had nominated Herbert J. Grassold, in accordance with action taken

at a previous meeting, for membership on the Institute Committee on Urban Planning.

The secretary presented a questionnaire submitted by the Kansas Chapter, A. I. A., with reference to the procedure now in force in the State of Wisconsin on architectural work on important state buildings, and as to whether such work is handled by the state architect or by private architects. The secretary was directed to reply to this questionnaire and Mr. Eschweiler will furnish the information as to the present status of the state architect and his assigned activities.

The secretary announced that he had written the National Foundation for Lathing and Plastering, Inc., with reference to the performance plaque which they recommended for use on buildings where the lathing and plastring done was in accordance with the Foundation's approved standards.

No further action was taken on the questionnaire recently submitted for the architects roster for the registration of architects qualified for federal public works. Action on this questionnaire was deferred until the next meeting.

The meeting was adjourned at 2:30 P.M.

Respectfully submitted,
F. A. Luber, Secretary

* * * * *

PRODUCTION TREND DEPENDS ON OPA, SAYS WHITLOCK

The production of building materials during the remainder of the year should be sufficient to enable builders to complete all of the 291,000 conventional and prefabrication type homes started but not finished during the first half of the year and to permit the starting of several hundred thousand additional units, according to Douglas Whitlock, chairman of the Advisory Board of the Producers' Council

"Production of most scarce items is inrreasing gradually, although continuing shortages of steel and copper and other raw materials have been holding down the rate of increase," Mr. Whitlock says.

"The trend of production during the next few months will depend in large part on the speed with which the OPA applies the new pricing formulas stipulated by Congress.

"The regrettable fact that only about 40,000 of the new conventional type and prefabricated homes started during the first half of the year were completed by mid-year, as disclosed in the recent report by Housing Expediter Wyatt, is due to confusion and delay on the part of the Federal government during that period.

"The OPA's decision to withhold badly needed ceiling price increases on low-cost materials prevented the starting and completion of thousands of homes and has more than doubled the length of time required to complete the average dwelling unit.

"The output of many scarce building products has been only about half to two-thirds as great as it might have been in the last seven months had the OPA and other interested Federal agencies acted promptly to remove the pricing bottlenecks which they belatedly recognized and eliminated and to assist manufacturers in obtaining housing needed for additional workers.

"If the Housing Expediter and the OPA are able to speed up production of scarce raw materials needed in the manufacture of building products and if no new labor difficulties arise, materials shortages should cease to be a bottleneck in home building by the end of the year."

The outlook for increased production of building materials, methods of lowering building costs, and the effect of governmental controls on construction will be among the principal subjects discussed at the annual meeting of the Producers' Council, national organization of building product manufacturers, to be held September 25 and 26 in New York City at the Hotel Pennsylvania, L. C. Hart, Council president, announced yesterday (Saturday).

Claude Robinson, president of Opinion Research, Inc., will address the organization's annual dinner which will follow the first day's session. He will discuss the public relations problem of the construction industry.

The Council's Market Analysis Committee will present its estimates of probable construction volume for 1947 on the opening day, and representative manufacturers will analyze the markets for residential, industrial and commercial, and farm building in light of the production outlook and the pr4obable trend in governmental restrictions on various types of building.

The responsibility of the construction industry to the public with respect to cost reduction and marketing methods will be discussed on the second day by representatives of the architectural, manufacturing, and distributing branches of the industry.

The meeting will close with a luncheon in honor of pioneers in the field of dimensional coordination and an address by James W. Follin, the Council's managing director, who will review the organization's activities for the past year.

The members of the program committee are L. W. Jennings, General Electric Company, chairman; Fred Allen, Armstrong Cork Company; S. W. Autoville, U. S. Plywood Corp.; J. C. Bebb, Otis Elevator Company; C. G. Dandrow, Johns-Manville Sales Corp.; Paul S. Ellison, Sylvania Electric Products Co.; P. R. Saurer, The Peelle Company, and L. Rohe Walter, Flintkote Company.

* * * * *

ANNUAL MEETING OF THE SEVENTH DISTRICT OF THE STATE ASS'N OF WIS. ARCHITECTS

The annual election meeting of the Seventh District, State Association of Wisconsin Architects will be held Wednesday evening, September 18, at 7:30 o'clock in the Lodge room of the Electric Company, 231 W. Michigan Street.

Following the election, an illustrated lecture on "Old Milwaukee", will be given by Anthony Wuchterl according to an announcement by John Jacoby, secretary of the Seventh District.

* * * * *

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TOMORROW'S TOWN DISCUSSES BACK TO LAND TREK

Plans for the development of suburban farm homesteads in connection with the movement of population out of central city areas to the suburbs and the expected further decentralization of industry are discussed in the latest issue of TOMORROW'S TOWN, publication of the National Committee on Housing, of which Mrs. Samuel I. Rosenman is chairman. The subject touches on several of the most important trends affecting the rehousing program.

The discussion centers on an article by Robert J. Allen of Miller-Allen and Associates, of Geneva, Ohio, in which Mr. Allen argues that one of the major factors to be considered in housing is the trek of urbanites "back eto the land". He believes that suburban developers in general are not prepared to meet the problms this involves and that there is danger of repeating in th suburban communities the same mistakes in planning that have given rise to urban blight. In his opinion many of the people who want to move to the suburbs would like tracts sufficiently large to permit part-time farming and that for industrial workers in particular this would have social value.

His argumentes raise several important questions. Is this country, after decades of urban growth and centralization of industry, on the verge of a major swing to semi-rural developments and decentralization of industry, or is suburban growth to be paralleled by continued central city growth? Will decentralization of population be speeded by fears of the atomic bomb? Would the widespread development of suburban farm homesteads create a more balanced way of life in the suburbs? Finally, would such homesteads actually give the average worker a hedge against the periodic downswings of the business pendulum by enabling him to raise part of his foodstuffs?

Mr. Allen makes the point that the United States, with its widely spaced industrial towns, paved highways adn automobiles, is rich in opportunities for country life. He notes, however, that development of suburban farm homesteads requires careful planning and specialized services which the average developer is not equipped to perform.

Further light is thrown on the problem by other participants in the discussion.

Alfred D. Cole, Vice President of Hingham Realty Associates, Hingham, Mass., notes that some of the urge toward life in the country may be merely the result of wartime overcrowding in the cities and that part-time farming on small tracts is no life of ease. While questioning the practicability of part-time farming by the average industrial worker, he thinks the trend of the semi-retired is toward such developments as Mr. Allen describes.

Howard W. Beers, Professor of Rural Sociology at the University of Kentucky, points out that "putting order and system into the use of land at the city's edge is a kind of civil housekeeping for which we yet realize neither the need nor the technique". He thinks that a considerable number of people would like the composite of city and country living Mr. Allen contemplates, but warns that low-income families probably could not afford it and that "the provision of country homes in the city had better be interpreted as the development of a way of living rather than a way of

making a living".

Colwell Beatty, Hinsdale Federal Savings & Loan Association, Hinsdale, Ill., voices fears of what unplanned suburban development will do to the areas at the cities' peripheries and calls attention to the need for better planning than in the past. He shows some doubts as to the practicability of part-time farming for the average suburban dweller, pointing out that chickens and small crops are not always worth the bother and expense required to grow them part-time on a small piece of land.

* * * * *

PPG SURVEY REVEALS GLASS INDUSTRY HOLDING PRICE LINES

The nation's glass distributors, glazing contractors, mirror manufacturers, and other wholesale and retail glass dealers in the building industry have successfully held the line against price increases, according to a national survey now being completed by the Pittsburgh Plate Glass Company.

The survey was conducted through the 133 distributing outlets of the company under direction of R. B. Tucker, company vice-president. The results covered the entire industry, except the Pacific Coast, including the thousands of small business houses located in practically every section of the nation east of the Rocky Mountains.

To date, 100 out of 133 reporting units have replied. Of these, 99 show that virtually no increase in price of plate, window, mirrors, or other glasses for industry or the home is evident. The report shows only one instance of slight increase in some minor items.

This positive action by the local glass dealers and fabricators follows the "hold the line" price policy and completely contradicts the predictions by OPA adherents that free markets could only create skyrocketing inflation and all the hardships it would inflict on the needful customer. "The results of our survey," said Mr. Tucker, "show that as far as our glass products are concerned, the consumer is not paying a penny more currently than he was under OPA price regulations."

The Pittsburgh official also indicated that this successful stand against price increases argues well for the soundness and fairness of glass distributors and processors alike in the services rendered to the public. "It demonstrates" he said, "that business as a whole is competent to administer its own affairs under the traditional American system of free enterprise."

* * * * *

OFFICE OF PRICE ADMINISTRATION
226 W. Jackson Boulevard
Chicago 6, Illinois

Regional Information div.
And. 3600, ext. 251

Restoration of OPA ceiling rents in effect June 30, 1946, and eviction controls in the 65 rent control areas of OPA region VI have been announced by Rae E. Walters, Chicago, Ill., regional OPA administrator, who released the following answers to questions most frequently asked:

QUESTIONS AND ANSWERS ON REESTABLISHMENT OF FEDERAL RENT CONTROL

1. Q. Is there now a rent ceiling on my home?
   A. If you live in a rent control area, effective July 25, your home is under the same federal rent controls it was on June 30, 1946.
2. Q. The ceiling rent for my apartment on June 30 was $60. On July 1 my landlord raised my rent to $75 a month. Now that rent control has been reestablished, must I continue to pay $75 a month?
   A. No, effective August 1, 1946, your rent goes back to rent of $60.
3. Q. I signed a new lease on July 1 calling for $75 a month instead of $50, the ceiling rent on June 30, 1946. Must I continue to pay $75?
   A. No, After July 25, 1946, the landlord may collect no more than the ceiling rent in effect on June 30, 1946, regardless of the terms of the new lease.
4. Q. I live in a rooming house, in June my ceiling rent was $45 a month. On July 1, my landlord changed the rent to $5 a day. Must I now continue to pay the daily rate?
   A. No, effective July 25, your rent will be on the June monthly rental of $45 a month. Landlords who changed their rental basis contrary to the rent regulations, such as from a monthly or weekly to a daily basis during the interim period when federal controls were off, must return to the rental period in effect for the unit on June 30, 1946.
5. Q. On July 1, my landlord raised my rental from $30 to $45 a month. I paid $45 for July, can I get a refund for the $15 difference?
   A. Landlords who charged more than their ceiling rents for the interim period, when penalties for violations of OPA controls were necessarily suspended, are not required by OPA to refund the amount collected in excess of ceiling rents for that period.
6. Q. In July, my city passed a local ordinance permitting a 15 per cent increase in rent. Must I continue to pay this increase?
   A. No. Regardless of local legislation in effect between July 1 and July 25, 1946, rent in excess of the maximum permitted under the federal act and regulations cannot legally be collected after July 25, 1946. The federal act expressly states that federal rent control supercedes local and state laws.
7. Q. I was evicted in July. A new tenant now occupies the premises. Can I now regain possession?
   A. No. Tenants who were actually evicted during the interim period when penalties for violations of OPA regulations did not apply, cannot regain possession.
8. Q. My landlord has given me an eviction notice but has not notified OPA. Can he proceed to evict me?
   A. Landlords are now prohibited from proceeding with eviction actions without complying with first of all OPA requirements covering evictions. The requirements are the same as those in effect on June 30, 1946. Any incomplete eviction proceeding contrary to the regulations may not now

be completed. Consult your nearest OPA rent office for advice.

9. Q. In July the local court issued a judgment permitting my eviction but I have not been put out. Can I now be evicted?
   A. No, unless your landlord complied with OPA regulations. Landlords who complied with OPA eviction requirements anr then were given an eviction judgment in the local court during the interim, may proceed to evict legally.
10. Q. I rented my apartment to a tenant for the first time on July 15. How soon must I register the apartmente with OPA?
   A. You will have 30 days after July 25, in which to register your property.
11. Q. I first rented my apartment to a tenant on June 15, 1946. How long will I have to register with OPA?
   A. You must register within 15 days after July 25, 1946. A landlord who first rented a dwelling unit during June, 1946, must register within 30 days of first renting not counting the number of days between July 1, 1946, and July 25, 1946, inclusive.
12. Q. I rented an apartment on July 1, 1946, and was required to give my landlord a security deposit of $100. Is this legal?
   A. Your landlord must return this deposit to you within 30 days after July 25, 1946. Otherwise, he s in violation of OPA egulations and subject to penalties.

Retail prices of four building materials—stock millwork, pine stock millwork, Douglas Fir doors, and stock screen goods have been increased from 5 to 10 per cent, Earl W. Clark, Chicago, regional OPA administrator, said he had been informed by the national OPA office.

Increases do not apply to the Chicago metropolitan area, which is operating under an area pricing order for retail sales of millwork, Clark said.

However, the balance of OPA Region XI, which includes the states of Illinois, Iowa, Wisconsin, Minnesota, Nebraska, North and South Dakota, is affected by the action.

All of the items covered by the order are essential in the veterans' housing program, Clark pointed out. He explained that the distributors' margin provision of the Price Control Extension Act of 1946 made the price increase action mandatory upon OPA. Under this part of the new legislation, distributors' percentage margins of March 31, 1946, must be restored.

The order will mean a 10 per cent increase for consumers throughout the region outside the Chicago area in purchases of stock millwork; 9 per cent over present ceilings for pine stock millwork and Douglas Fir doors; and 5 per cent more for stock screen goods.

* * * * *

THE POLITICAL ART OF ARCHITECTURE

By JOSEPH HUDNUT

Address at the 39th Annual Assembly of the Royal Architectural Institute of Canada, Quebec City.

Among the psychological results of the Industrial Revolution none is more arresting than the changed attitude of mankind towards the city. Whereas in the XVII Century—and indeed throughout the greater part of recorded history—the city invited and won the loyalty and love of its citizens, in the XIX century, taught by the Industrial Revolution, men learned to hate the city and to picture it as a cruel and insensitive enemy.

Before the Industrial Revolution the praise of cities was a universal theme in the pages of philosophers. The invigorating free air of cities, their power to provoke and delight, the sweet commerce which they afford of society and art, are repeatedly contrasted with the inhumanity of mountains, forest and sea and with the tedium and construction of rural life. Today our philosophers have given the city to the devil. A mean and hateful habitation, an ambush for the spirit, corroding mankind with clamour, avarice, arid ritual, and foul gas, the city is only to be endured by those who have no other choice.

Thus it happens that the heroes of city planning are those who build escape-routes to the country; and even more acclaimed are those planners, sometimes called long-haired planners, in whose declamatory pages the city is altogether erased, its harsh outlines and taut energies being dissolved into green communities of contented seraphim.

Has the city changed or has mankind? Did we make the city or did it make us? By what accident or folly did we leave the cities we loved — the Athens of Pericles, the Florence of Machiavelli, the Paris of Madame de Lespinasse—to wander into these alien theatres? What angel enforced this judgment upon us? What penitence will sheathe his terrible sword?

We can make no answer to these questions. Historians describe tendencies and the sequence of events, philosophers note the currency of ideas, and economists repeat the fictions which sustain their science, but none can explain to us how it happened that the city escaped the control of the human spirit. The incredible fact remains—and transcends our understanding—that the city which so faithfully accompanied man throughout his long upward journey; the city which kindled his mind, shaped the usages of his society, nourished the arts which illumined his life; the city which was his home and shield and outer garment—this city has become a wilderness, disordered and without horizons, a prison in which maniknd is condemned to routine and futility, a machine whose daily bread is humanity.

Of one thing we may be sure: whatever may have been the cause of this sudden growth and transformation, neither growth or transformation were foreseen or guided by the intellectual forces. Our present cities were not planned. They grew like great weeds from seeds whose fruit could not be imagined, being until then untasted. Casually and with little thought of social consequence men invented the factory; new sources of power, new organizations of labour, new methods of finance and of marketing, made possible its rapid multiformed expansion; and around that iron root a new type of city, nourished by coal and human misery,

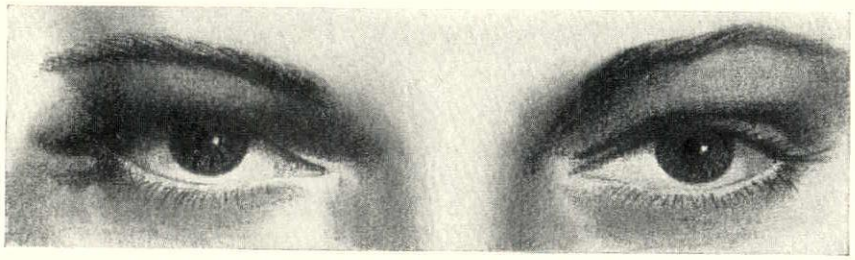
indifferent to psychological or moral change, threw its great arms outward into ever-widening acres of dishevelment. The cathedral, which had once been the generator of cities, had cherished and consoled all who lived beneath its towers; the palace, which afterwards created cities, had sustained that collective life with an ordinance and art of living; and even the fortress had confirmed in those who gathered at its base the discipline and loyalties which are sometimes the food of the soul. The factory merely used the city.

If we believe—and how can we help believing?—that civilized man is a product of society, how shall we escape the conclusion that our new cities will in time remould the humanity they encompass? We know how primitive man, in order to survive, conformed to a group pattern of thought and conduct, receiving from that social unit which afterwards became the city not merely the processes which defended his life, not merely the scope and variety of the subject-matter with which he had to deal, nor yet the traditions and teachings and moralities merely which confirmed his individual consciousness, but the mind itself. That also was a consequence, as it was a cause, of civilized living. Since it was by living in cities that we became what we are, it is by living in cities that we determine also that which we are becoming. We may be sure that our new city will remake those who dwell in it, and it will remake these in its own image. We may be sure that in a mean and misshapen city there will soon live a mean and misshapen race of men.

We see each day the slow formation of that new mind, tuned to the virtuosity of demagogues and tyrants, which has already defeated the brief liberalism of Germany and Italy and Russia and which may soon be dominant in Detroit and Los Angeles. We see how a new authoritarianism, factory-bred and market-guided, creates spiritual wastelands more arid and more vast, erases all meaning from communan activity, and each day raises before our eyes new forms of slavery. We are mass-produced and, like the less sensitive articles of assemblyline manufacture, fitted for a standardized performance; we are moulded into tubular patterns of work and play, of taste, opinion, vision and desire; and our cellular lives are ready food for those who would control the world with the weapons of mass ecstacy and mass prejudice.

If our democracy is to survive we must find the means for overcoming the effects of this excessive industrialization in our cities. We must give some meaning and direction to the collective life other than that implied by getting and spending, some dignity and radiance, some participations and loyalties and sacrifices far deeper than those engendered by the factory system. Since we cannot delay the march of industry—nor would we delay it, supposing that to be possible—we must create a civic mind tempered to withstand the attritions and subversions of industry. We must master this machine before it masters us.

Now I do not suggest that architects can by any exercise of their art restore the city to mankind. If our cities are to reassume the fraternal role they once playd in human history, clearly they must do so in response to influences more profound and far-reaching than any that are commanded by architecture. Whatever new temper may appear in the society of cities will arise from a collaboration, as frequently accidental as planned, of many agencies—diverse, obscure and often anonymous. The cities which were so congenial



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to the human spirit—Athens, Florence, Renaissance Paris—were made so by that spirit which broke through the prison of circumstances to leave its imprint upon their outward shores as upon their inward shores. Our new ciety will not be invented; and those who are irreverent of master-plans and the utopias of architects will be, I think, sustained by the event.

Nevertheless, there is in the great drama of reconstruction which must now begin—in that re-orientation of our civilization to which the intellectual forces of our time are now to be addressed—a part prescriptive to architecture. In the history of cities the architect was less often the minister of private comfort and self-expression than the priest whose art captured and confirmed the depth and splendour of a community life. Not individual need and taste merely but the life of the city as a whole was relevant to his practice and he dared to play on that wider stage the role of master builder and interpreter.

We must re-establish that conception of our place in the scheme of the world. We have at long last broken through the boundaries of academic usage which prevented us from the life of our times and we have cleared our hearts of that excessive romance which the colourful history of our craft engenders; let us now reclaim our ancient right of service to the collective soul.

Do not imagine that the building of cities is a matter for experts in traffic control, in sanitation, or in the making of bridges and airports; experts are your servants. Do not abdicate before the high language and recondite theory of the social sciences; we are too readily overawed by such mystifications. Oo not believe that the practices of politics lie above or below your grasp; architecture is a political art. Your part is beyond all of these to give form and balance and dignity to this necessary theatre of life, to discover its meaning and make its meaning known, to build a channel for the human spirit that it may regain and continue on this field its ancient ascendancy. Do not believe this nonsense about "climbing on the planners' bandwagon"; the music is and always has been yours. Some new instruments have been added, not always played in harmony.

I am for a civic-minded and forceful profession. Wherever there is an architect there should be, if I had my way, a centre of courageous initiative and responsibility. The architect, known as technician in building, as decorator, as merchant of fantasy, should be known also as citizen, resolute to use his science to lift and sustain the happiness of populations.

Since the environment of men has been from the beginning a critical factor in the development of the mind, since the visible and felt aspects of cities have indeed power to shape the people to live in them, city building is necessarily an art having the deepest sociological import. When the slums are cleared, when the people live in cleanliness and space, when good schools and recreational areas are available to every citizen, when the excessive volume and congestion of traffic no longer exacts its heavy toll, and when the people's institutions are supported by organization and by competent facilities, we shall have established the basic conditions for social adn political health. I do not promise a mracle; but we shall at least have implemented one fundamental of the democratic creed and by doing so proclaim the direction which other and less substantive agencies may take.

Among all the agencies useful to the reconstruction of civic life here is one that is positive in nature, directed towards tangible and attainable ends, and capable of intellectual leadership. There must bt avenues through which the forces addressed to the good life may be channelled; fields upon which our collective strength may be gathered for the collective welfare. Here is such a field.

City planning is an adventure which all citizens may share and which, being shared, may evoke among them an awareness of a common interest and destiny. Here is an enterprise, not government-sponsored or directed by our industrial feudalism, which may cement among the people a new unity of purpose and action; a programme comprehensible to the people and inviting their participation. Here we may hope not only to win one battle against that deadening regimentation which is paralysing the civic mind but in winning it create that vision and confidence which will prompt other and more momentous crusades. Here is the general plan which fuses tactics into strategy.

A general plan implies a leader. I did not intend a sermon; and yet I cannot end this paper without suggesting some ways in which the leadership of archi-

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tects may be made effective.

First, by knowledge and understanding. We should have a wider knowledge and understanding of the pattern of life in cities than that which now obtains among us. We should be aware of the growing crisis in society, the causes and the nature of social disintegration, and to try to comprehend as a whole its nature and processes. Nor should our understanding be limited to negative factors only; we must not fail to note those agencies of self-healing which every evil, whatever its momentary triumph, always brings in its train. We should recognize, for example, that psychological need for collective venture provoked by our extreme individualism—the need which is sometimes satisfied by war and which might be satisfied by a broad and daring programme of rebuilding. We should understand that need for purposeful effort, for an enlargement of personality beyond self-interest, which is surely one of the causes of civic discontent; and we must believe that an awareness of social costs, as opposed to money costs, is becoming each day more pervasive and more evocative of action in the political sphere.

A second essential is responsibility. It should be our task not merely to observe, comment and record, but to assume an active and generous responsibility for social health. Our weapon here is that process of enlightenment sometimes called propaganda: a process to which the art of city planning is peculiarly congenial. We must try to express clearly and persuasively whatever knowledge we may attain of civic malformations and we must give these expressions currency in picture, chart and published word. To that end we must bring out in their true nature those discontents with the existing scheme of things which are the deep sources of political action: we must encourage these discontents and in doing so not only make evident the contribution which planning might make to the social task but also the latent power for action which lies in democratic opinion. The people must believe that great things can be accomplished.

A third essential is participation. We should, at the

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risk of those inevitable errors of fact or judgment beset even the most armoured mind, sketch the patterns of thought and conduct which might point the way to new social and economic equilibriums. We should not wait for the city to come to us. We should from time to time lay at the feet of the city programmes of action which might resolve in part at least some specific and urgent evil; nor should we take refuge behind high language and noble intention but make our proposals, rather, clear and immediately serviceable. We must understand our science as one integral to the city.

In this way — and in collaboration with all who search for the good life—we shall build channels for our art. The people will perceive in time the wider utility of architecture and will understand their need of architecture; and from that understanding will arise numerous and vast opportunities for our profession. The people are in truth hungry for the dignity, peace, and meaning which architecture might give the city; but they will not discover or take to their hearts a profession too firmly guarded by academic usage or too exclusively concerned with individual comfort and polite expression. Architecture is a political art.

—*Journal, Royal Architectural Institute of Canada*

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$50,000,000 SHOPPING CENTER TO OUT-HOLLYWOOD HOLLYWOOD

From The Christian Science Monitor

NEW YORK—Long Island has just scored on Hollywood.

An "out of this world" realtor's dream — strictly commercial but delightful and costing a cool $50,000,000—is planned to be the nation's most fantastic shopping center. And it's not at the corner of Hollywood and Vine but in New York's attractive suburb of Flushing, in the Borough of Queens on Long Island.

This 20-acre shopping center, as announced by Webb & Knapp, Inc., realtors, will do everything but shop.

Hot and Cold Sidewalks

Forget your umbrellas and rubbers when you go to the store in the future shops of Flushing. The sidewalks will be covered. In the summer they will be cooled by refrigerated breezes, and in the winter they will be fanned by tropical heat from blowers.

In basement stores the shopper can take a shopper's holiday. The sidewalks will move. Just get on and ride — something like a department store escalator which doesn't go up and down, it just keeps rolling on.

There won't be any parking problem. Just put your car upstairs. There is to be room for 5,000. There won't be any trucking problem. The farmers and delivery men can reach the stores and markets by driving down underground ramps. There won't be any baby-sitter problem. A nursery will be provided where mothers can deposit their children while they shop.

Music in the Air

Music will be wafted through the air to make the shopping time pleasant. And if entertainment is wanted —a theater for both cinema and stage productions, bowling alleys, dancing, and a number of restaurants will be provided.

Three office buildings—10 stories high—will dominate the center. One will contain a hotel, another a hospital and professional offices, and a third will be a general office building. They will be faced with glass brick, most likely. The scheme will be "functional"—the architect's word for "modern."

"We have tried to develop what people want and still be practical," a member of the architectural firm of Lester C. Tichy said. "So we assembled ideas from all parts of the country and developed our own project along the lines prescribed by Webb & Knapp. There were to be department stores, so we provided for stores handling associated lines. The center had to be attractive so we provided for a theater which will rival Radio City in size, seating 12,000 people. And it had to pay."

Revenue for City

What Flushing most likes about the center is that it is in the center of the city, not out in the periphery somewhere. It will provide Flushing with tax revenue. At the same time it will serve to clear out slums and solve the city's parking problem with off-the-street parking for 5,000 cars. It will eliminate the confusion of truck unloading and loading in the streets.

A landscaped outdoor nursery will be a feature of the center, but the trees and shrubs will just keep on growing in it. You order a shrub by a number and one will be delivered at your home.

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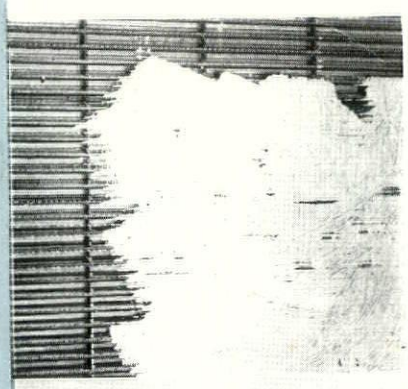
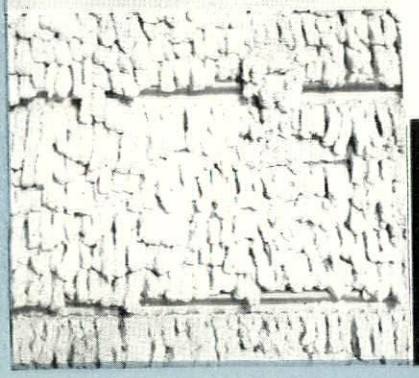


• *Above:* The scratch coat is forced through Milcor Metal Lath so that it is keyed on both sides of the steel reinforcing.

• *Below:* Note how the back surface of plaster on Milcor Metal Lath becomes permanently "clamped" to the steel.



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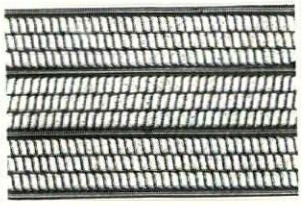

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